

# Best Available Copy

CLARIA - Corporate Overview - Overview - Netscape

http://www.claria.com/companyinfo/

CLARIA CORPORATION

CORPORATE OVERVIEW

## Overview

### Claria Corporation Overview

Claria Corporation is the leader in online behavioral marketing, serving over 38 million consumers and more than 900 Advertisers - including over 80 Fortune 1000 companies. Claria publishes advertising messages for top tier companies and agencies to consumers who are part of the GAIN Network, Claria's network of over 38 million consumers who agree to receive advertising based on their actual online behavior.

Unlike traditional demographic targeting, Claria's behavioral marketing model combines powerful insights into consumer behavior and the ability to deliver contextually targeted messages. The relevancy of the messages drives click-through and conversion rates up to 40 times higher than traditional banner ads - boosting campaign results to unprecedented levels. The difference is Claria's deep insights into consumer online behavior. Claria allows advertisers to target consumers based on their individual needs and interests resulting in industry leading ROI, not mass demographically targeted Web site populations.

In addition to its advertising network, Claria provides marketing research and business insights through its Feedback Research division. Feedback Research delivers in-depth analytics of consumer Web usage patterns across the entire Internet that cannot be attained via any other research provider. It also provides full service custom marketing research to Fortune 1000 clients. With exclusive access to the GAIN Network's 38 million consumers, Feedback Research surveys hard to reach consumers, based on their individual online behavior, quickly and cost-effectively.

### History

Claria was founded in 1998 as The Gator Corporation to deliver the promise of one-to-one marketing on the Internet. The guiding vision was to develop a massive consumer audience by offering valuable web/software content for free in exchange for the right to show highly targeted advertising based on consumers' anonymous surfing behavior. Launched in June 1999, the Gator eWallet was the company's first free ad-supported software product, and it quickly grew to become the most popular product in its category.

By November 1999, Claria had revolutionized the online advertising industry by introducing its contextual and behavioral relevant online advertising model. This new advertising method resulted in unparalleled ROI for advertisers.

Claria headquarters are located in Redwood City, California, with U.S. offices in Los Angeles, Chicago, New York, Detroit, Austin, and International offices in the U.K. and Asia. Claria is backed by top-tier venture capitalists such as Greylock, Technology Crossover Ventures, U.S. Venture Partners, Investor AB, and Crossover Capital.

expatent document view - Netscape

http://A3.expacenet.com/textdoc?A=Zetmet&E=FIRST+TCY+ap4LG+entADB+EP000C14+ALKW+Zetmet&Sub=K

expatent document view

European Patent Office

espatenet

Home | Contact | English | Search | Français

Quick Search

Advanced Search

Number Search

Last Result

My patents list

Classification Summary

Help

Quick Help

- Why am I seeing a list of documents?
- Why does a list of documents with the title also published as a person's name and what are these documents?
- What does AL, AZ, AD and B mean after an EP publication number, which appears sometimes when the Also published as list?
- What is a cited document?
- Why do I sometimes see cited documents?
- Why do I sometimes see the abstract of a cited document?
- What is a keyword?

100

Is my patent list | Print

Return to result list | Previous in results 2/10 Next in results

## TELEPHONE CALL MANAGEMENT SOFTWARE AND INTERNET MARKETING METHOD

INPADOC LEGAL STATUS

Bibliographic data

Patent number: CA2328913

Publication date: 1999-10-29

Inventor: ZETMEER KARL O (US)

Applicant: ZETMEER KARL O (US)

Classification: International: H04M2/00

European:

Application number: CA10022329/13 10000414

Priority number(s): US 1000020041 10000417 WO 10000200 10000414

View INPADOC patent family

Also published as:

- WO9955066 (A1)
- EP1076983 (A1)

### Abstract of CA2328913

A telephone call management computer program that provides both call management features and long distance savings for telephone consumers and marketing and advertising services for sponsor companies that wish to advertise to the consumer is disclosed. The call management program is initially stored on a host computer (12) and is then downloaded upon request to user computers (22) along with advertisement banners selected by the sponsor companies. When used, the program automatically front-loads a long distance carrier's PIC code in front of all long distance calls made from the user computers to permit consumers to automatically make long distance phone calls at discounted rates without memorizing numerous PIC codes and without continually shopping for the best long distance rate. The program also provides many enhanced telephone calling options and displays the banners and other advertising directly on the user computers (22) while the consumers use the program.